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 **Greater Noida Industrial Development Authority**
Plot No. 1, Sector Knowledge Park-4, Greater Noida-201308(U.P.)
Website: www.greaternoidaauthority.in Email: authority@gnida.in

Reference Number : 49 Dated 12/12/2018

Notice Inviting EOI for Appointment of Event Management Company(EMC) for organisation of Winter Carnival in Greater Noida

Expression of Interest document with detailed scope of work is available on the Authority's website: [<http://www.greaternoidaauthority.in/>] from 12:00 Hrs., 13.12.2018.

Interested Bidders are required to submit their Proposals in hard copy on or before 17.00 Hrs., 20.12.2018. In case of any queries, the Bidders are invited to contact ACEO, GNIDA. Email : aceo@gnida.in Phone: +911202336011

Chief Executive Officer

IMES OF INDIA, NEW DELHI / NOIDA / GHAZIABAD
FRIDAY, DECEMBER 14, 2018

 **Greater Noida Industrial Development Authority**
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Chief Executive Officer

Expression of Interest (EOI)

For

**Appointment of Event Management Company (EMC) for organization of Winter
Carnival in Greater Noida**



Issued by:

Greater Noida Industrial Development Authority,
Plot No: 01, Knowledge Park IV, Greater Noida Uttar Pradesh, 201308

DISCLAIMER

This Expression of Interest (EOI) for “**Appointment of Event Management Company (EMC) for organization of Winter Carnival in Greater Noida City**” (the “Project”) contains brief information about the Project and scope of work for the prospective Bidder. The purpose of EOI is to provide the Bidder with information to assist the formulation of their response.

While all efforts have been made to ensure the accuracy of information contained in this EOI document, this document does not contain all the information required by the Bidder. The Bidder are encouraged to conduct their own independent assessment, investigations and analysis and check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their response. Greater Noida Industrial Development Authority (“GNIDA” or the “Authority”) and any of its employees or advisors shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the EOI document.

GNIDA reserves the right to change any or all conditions/ information set in this EOI document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as GNIDA may deem fit without assigning any reason thereof.

GNIDA reserves the right to accept or reject any or all applications without giving any reasons thereof. GNIDA will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the applications to be submitted in terms of this EOI Document.

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1. Section I: General Information

1.1 Project Background

Greater Noida Industrial Area is located at the intersection of the Western and Eastern Dedicated Freight Corridors and is also the gateway to the Delhi-Mumbai Industrial Corridor (DMIC). It lies within the National Capital Region of India's capital - New Delhi and is adjacent to Noida, one of the largest industrial townships in Asia.

The integrated township is shaping up as India's smartest city, the National Capital Region's most modern urban development centre and its fastest-developing centre of attraction. It has emerged as a modern model of far-sighted town planning.

Greater Noida is being developed as Metro centre providing for quality urban environment, to attract economic activities and population to decongest Delhi.

Set-up in 28th January 1991 under the UP Industrial Area Development Act 1976 to provide basic enabling framework for developing an efficient and integrated modern city with high service and delivery standards.

To mark the anniversary of Greater Noida on 28th January, GNIDA intends to organize a winter carnival from 25th January to 28th January 2019 for citizens of Greater Noida and surrounding region. The tentative theme of this year's carnival is "**Smart & Happy Greater Noida**".

GNIDA, thus invites "Expression of Interest" from interested companies to showcase their interest.

Pertaining to this, the Scope of Work as given in Section 2 of this document which includes the details of the activities/events planned as part of the planned winter carnival.

1.2 Key Information

The key dates and information for the Project are as below:

Nodal person	Additional Chief Executive Officer Greater Noida Industrial Development Authority, Plot No: 01, Knowledge Park IV, Greater Noida Uttar Pradesh, 201308 Contact No: +91 120 2336011 ; Email Address: aceog@gnida.in
Last date for submission of Eoi	17:00 Hrs, 20th December 2018
Date of concept presentation	To be communicated to shortlisted vendors (tentative 24/25 Dec 2018)

2. Section II: Terms of Reference

2.1 Background

The Authority intends to engage an Event Management Company for conceptualizing, curating, designing, executing, operating & managing the winter carnival at Greater Noida to be held from 25th January 2019 to 28th January 2019.

The winter carnival intends to improve citizens engagement for enhanced sense of inclusion & community spirit, generate awareness about the Greater Noida and strengthening the identity of the city. The planned events would include myriad of activities ranging from hackathon, science fair, handicraft fair, carnival parade, workshops & seminars on smart technologies, cultural events and food festivals.

An indicative list of events the Authority is seeking to organize and execute are as follows:

- a. **Inauguration event** on 25th January 2019 followed up by Cultural Night with dance performance from nearby colleges & educational institutions. Authority is in the process to inform & invite dance groups from educational institutes in Greater Noida. Complete infrastructure support, planning & management responsibility shall be of the selected EMC. Key activities during the inauguration event are as follows:
 - Launch of Hackathon
 - Launch of Science Fair
 - Launch of Handicraft Fair
- b. **Flag hosting ceremony:** *This event is planned at morning of 26th January 2019.*
- c. **Science fair** focusing on live demos & interactive sessions on emerging technologies such as AI, Virtual Reality, Machine Learning, Robotics & Automation etc. Indicative stalls: 20 – 30 with carpet area of 300 - 500 sqm
- d. **Handicraft Fair** focusing on showcasing and sale of handcraft items from different parts of the India. Indicative stalls: 20- 30 with carpet area of 100-300 sqm
- e. **Food festival:** The selected EMC shall be responsible for setting up of Food Courts including allocation to vendors, provision of water, wash area, drainage, utilities such as electricity, fixtures, etc. Special emphasis is to be given to quality of food being served. Indicative stalls: 20 – 30
- f. **Hackathon** with focus on to build smart solutions to municipal issues faced by Greater Noida. The theme of the event shall be “Greater Noida Smart City Hackathon” Number of problem statements: 5 with ~100 participants. *Event schedule is from first half 26th to second half 27th January.*
- g. **Educational seminars & workshop** sessions to focus on emerging smart technologies and their impact on the day-to-day life of the city and its’ citizens. *This event is tentatively planned for second half of 26th January or first half of 27th January 2019.*
- h. **Carnival Parade** (Dancing & Singing): A Carnival Parade is planned on 27th January morning on a similar format of that of GOA Carnival parade. School & college students shall be encouraged to take part in this event. The Authority is in the process to inform & invite

educational institutions & RWAs in the city to take part in this event. However; infrastructure support, planning & management responsibility shall be of the selected EMC.

- i. **Cultural events** during each evening (25th, 26th & 27th January). These shall include but not limited to:
 - Dance performances
 - Kavi Sammelan
 - Plays
 - Classical music performances
- j. **Closing ceremony** with prize distribution (28th January)
- k. **Short engagement events** for children of different age groups during 26th & 27th January.
- l. **Laser lighting, 3D and 4D shows:** The EMC shall identify 3-4 locations in the city and provide laser lights and 3D/4D shows during evening time on all days of the event
- m. **Development of mobile App for outreach**

Note: The above-mentioned list is non-exhaustive and indicative. The Bidder is free to design and detail out schedule of events; however, the theme “*Smart & Happy Greater Noida*” is to be considered while planning of all events.

The tentative venues for the winter carnival are:

1. City park, Greater Noida
2. SVSP sports stadium, Greater Noida

2.2 Scope of services

The Event Management Company (EMC) shall be responsible for organising and managing multiple events as specified in Clause 2.1 above and the scope shall include (but not limited to) the following activities:

1. Assistance in preparation of a schedule of events pertaining to the management and organisation of the Winter Carnival under the non-exhaustive list as specified in Clause 2.1
2. Based on the inputs received from the Authority, preparation and presentation of detailed approved event plans. Plans to include event concept, event layout, event theme development, quality of visual appeal etc.
3. Designing of venue site plans, presentation and execution of the same post approval of the Authority.
4. Provision of the required overlay, Light and sound for the events, inclusive of its mobilisation, installation & decommissioning and operations & maintenance.
5. Conceptualisation and provision of Venue Décor and Branding plans, presentation of the concepts, designs and themes and post approval, execution of the same for every event Authority may organise during the Winter Carnival.
6. Design and printing of event specific folders/brochures/envelopes/stationary post approvals from the Authority.
7. Design and printing of event specific branding material on flex/vinyl, post approval from the Authority. Please note the Branding and advertisement rights for the event rest with the Authority, and the Authority shall direct the EMC on the branding requirements.

8. Provision of DG sets for adequate power supply at the event venues, inclusive of their operating licences and safety certificates, fuelling and required technical operators.
9. Provision of event photography and videography services including post editing for the events along with the deployment of the required professional workforce and compilation of photographs and video reports of the event.
10. Provision, operations and maintenance of LED screens, plasma television screens and sound systems for all the events.
11. Diesel generator sets, LED boards, plasma screens, electrical works etc. as per requirement for the planned event.
12. Provision of electrical works, temporary lighting works and Air conditioning units with the required wiring and cabling along with the procurement of safety certificate and NOC's from the concerned regulatory authorities.
13. Designing and printing of offset and digital branding material and event collaterals.
14. Scoping and provision of Male and Female ushers as per the requirement of event organised. The Ushers should be trained with adequate experience in events. The selected EMC shall bear the cost of the Ushers logistics, food & beverage arrangements, accommodation, travel including local travel, event uniforms etc. The uniform designs shall be approved by the Authority.
15. Scoping and Provision of service staff for Housekeeping, cleaning and waste management for the events in discussion. Their responsibilities shall be (but not limited to) –cleaning and waste management services for the venue and maintenance of all toilets deployed for the event. Procurement and supply of the required consumables shall be undertaken by the EMC. The Housekeeping staff should be trained with adequate experience. The selected EMC shall bear the cost of their logistics, food & beverage arrangements, accommodation, travel including local travel, their uniforms etc.

2.3 Project Considerations

1. The Authority shall nominate a point of contact from its management team or a team to liaise and coordinate with the selected EMC in regard to planning, organisation and execution of the events in discussion.
2. The selected EMC shall prepare a work plan and submit it to the Authority and its appointed representatives for review and deliberation, detailing the timelines of designing of event theme, mobilisation of material, installation and de-commissioning schedule for the event.
3. All Equipment and material being installed by the selected EMC as per the requirement of the event in discussion shall be of superior quality and in excellent working condition with the required technical workforce and qualified personnel to certify the works being executed. The technical workforce shall be present during the commissioning and setup stage till the time of effective closure of the event. Details of the technical workforce shall be shared in writing with the Authority 5 days prior to the commencement of the event in discussion.
4. The event venue identified shall be made operational with all the agreed items and components 2 days prior to the commencement of the event in discussion for readiness and testing.
5. The selected EMC shall be responsible for obtaining all the necessary licenses, permissions and NOC's relating to the organisation and conduct of the events in discussion and shall share

copies of the permissions, licences and NOC's to the Authority and its appointed authorised representatives. All associated costs to be borne by the selected EMC. Any default in non-compliance of procurement of the required licences from the concerned regulatory authority shall be the responsibility of the selected EMC, The Authority shall be identified of any such acts of Non-Compliance.

6. The selected EMC shall digitally document the event preparation and setup process and document the proceedings of the event in a template/format which shall be shared with the Authority. A Minimum number of 100 high quality photographs per event shall be captured and submitted to the Authority digitally detailing all the aspects of the events in discussion no later than 7 days post the completion of Winter Carnival.
7. The selected EMC shall consider all environmental compliance requirements prior to the commencement of the fabrication works of all components. The selected EMC shall be responsible for the removal and disposal of all waste material produced in accordance with Solid Waste Management rules 2016. The identified venue for the event in discussion shall be retro fitted in the same way that it had been provided to the selected EMC. The Authority shall not be liable for any non-compliance on this act.
8. The selected EMC shall be responsible for providing drinking water in accordance with permissible and desirable limits of various parameters in drinking water as per Bureau of Indian Standards (BIS) standard specifications for potable water (BIS-10500-1991).
9. The selected EMC shall ensure the planned events comply with Rights of Persons with Disabilities Act, 2016.

2.4 Team

1. The selected EMC shall scope for and provide a minimum of 5 technically qualified and experienced professionals for the planning and execution of the Winter Carnival. All the 5 professional profiles should have minimum experience as mentioned below:
 - a. At least one Architect with 5 years of experience in event overlays
 - b. At least one Civil Engineer with 5 years of experience
 - c. At least one Electrical Engineer with 5 years of experience
 - d. At least one Site Engineers with 5 years of experience
 - e. At least one Graphic Designer with 3 years of experience (Graphic designer should have all the licensed designing software packages)

Each of the 5 professionals should be available on site at least 7 days prior to the commencement of the Winter Carnival.

3. Section III: Instructions to Bidders

3.1 Preparation and submission of EOI

Greater Noida Industrial Development Authority (“GNIDA” or “the Authority”) invites Expression of Interest (EOI) for “Appointment of Event Management Company (EMC) for organization of Winter Carnival in Greater Noida City” (‘the Project’). Interested Bidders can download the document from the website www.greaternoidaauthority.in, and submit their “Expression of Interest” in the formats duly filled and signed with required enclosures, in a sealed envelope superscribed “Expression of Interest (EOI) for Appointment of Event Management Company (EMC) for organization of Winter Carnival in Greater Noida City” at the address given in table below.

3.2 Key Instructions

Interested Bidders should make note of the following key points:

- This EOI invitation document is not a Tender or Request for Proposal in any form and would not be binding on GNIDA in any manner whatsoever.
- GNIDA reserves the right to cancel the EOI invitation as a whole or in part without assigning any reasons.
- GNIDA reserves the right to update, amend and supplement the information given in this document at its sole discretion before the last date and time of submission of the responses.
- Bidders should submit their response in English language and as per formats provided in the last section of this document. Submission not conforming to the instructions or prescribed formats will be rejected. For determining the eligibility, the Bidder has to fulfil the Qualification Criteria as defined in Section 4.

4. Section IV: Eligibility Criteria

Bidders must read carefully the minimum conditions of eligibility (the “Conditions of Eligibility”) provided herein. Applications of only those Bidders who satisfy the Conditions of Eligibility will be considered for review.

To be eligible for evaluation of its Application, the Bidder shall fulfil the following:

#	Eligibility criteria	Documentary proof to be submitted
1	The Bidder must be a company registered in India under the Companies Act, 1956/Partnership firm registered under the Partnership Act 1932 or Proprietorship firm or LLP under Limited Liability Partnership act of 2008.	A copy of LLP/Proprietorship/ Partnership/Company registration certificate, GST Certificate and Pan Card
2	The Bidder must have a minimum average annual turnover from Event Management Business of INR 20.00 Crores over the past three financial years.	Form II and Audited Financial statements from CA for the past 3 years
3	The Bidder should have a minimum 5 years of work experience in organization, planning, management and execution of events.	Form III and proof of execution i.e. Work Orders/completion certificate from clients
4	The Bidder must have provided event management services in the past 5 years for at least 5 large scale events with state or central level government departments/PSU's/ Trade Organization's like CII/SIAM of order value of minimum 2 Cr.	Form IV & V and proof of execution i.e. Work Orders/completion certificate from clients.
5	The Bidder should present its GSTN certificate department and should carry a valid PAN Number form the Income Tax Department.	Copy of Pan Card and GSTN Certificate
6	The Bidder must have labour registration, EPF and ESIC Registration Certificate.	Copy of Labour Registration and ESIC Registration

5. Section V: Criteria for evaluation & shortlisting

The eligible Bidders as per the eligibility criteria mentioned above shall be evaluated further for shortlisting. Only shortlisted parties shall be allowed to participate in the next phase of selection.

Each eligible bidder shall have to make a presentation of max. 30 slides on the overall concept and shall be marked as below. The Presentation of the eligible bidders shall be evaluated on the following criteria:

#	Marking criteria	Marks
1	<p>Overall concept of the Winter Carnival</p> <ul style="list-style-type: none"> I. Overall idea and central theme around the tentative slogan “Happy & Smart Greater Noida” II. Creativity and innovation in the planning and implementation III. Inclusion of city’s smart features/solutions in overall concept IV. Integration and planning of mentioned key events. 	40 Marks
2	<p>Citizen outreach</p> <ul style="list-style-type: none"> I. Strategy for citizen outreach such as campaigns, road shows, street plays, social media, etc. II. Mobile application concept for Android & IOS 	20 Marks
3	<p>Branding and marketing plan</p> <ul style="list-style-type: none"> I. The Bidder shall present a tentative branding and marketing strategy for the city festival II. Broad list of branding collaterals shall be presented (samples of previous work in soft format) III. The parties shall give a list and samples (soft format only) of various media they choose to use for branding such as print media, virtual media (AV, holograph, etc.) social media, etc. 	20 Marks
4	<p>Financial model</p> <p>The participating parties shall give brief details on the following related to funding of city Festival;</p> <ul style="list-style-type: none"> I. Proposed means of finance for the event II. Revenue generating mechanism 	20 Marks

The Bidders with min 70 marks shall be shortlisted for further process and shall be eligible to participate in the Phase-2 for the selection of an Event Management Company (EMC) for organizing Winter Carnival for Greater Noida

6. Section VI: Pro-forma for Submission of EOI Proposals

6.1 Form I: Bidder's Declaration *(on the letterhead of Bidder)*

To

Additional Chief Executive Officer

Greater Noida Industrial Development Authority,

Plot No: 01, Knowledge Park IV, Greater Noida Uttar Pradesh, 201308

Subject: Submission of EOI for Appointment of Event Management Company (EMC) for organization of Winter Carnival in Greater Noida

Dear Sir,

In response to your invitation towards Expression of Interest for Appointment of Event Management Company (EMC) for organization of Winter Carnival in Greater Noida, we <EMC's name> hereby declare our interest to bid for this project, and further declare that:

- The information provided in this EOI application is true and correct to the best of our knowledge.
- We will inform GNIDA immediately if there is any change in the information provided in this application at any stage during the EOI / tender procedure or during implementation of the project scope.
- We also understand that if information provided is proved false, the application and any award made on its basis may be considered null and void.

Date:

Yours faithfully,

On Behalf of (Name of the Bidder)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

6.2 Form II: Financial capacity of the Bidder *(on the letterhead of Bidder)*

Please provide with financial details about the Bidder along with necessary supporting documents. Audited financial statement from C.A. for the last three (3) years must be attached as proof to the response. Along with that please provide financial information in the following format:

Year	Annual Turnover (in INR)
2015 - 2016	
2016 – 2017	
2017 – 2018	

On Behalf of (Name of the Bidder)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

6.3 Form III: Bidder’s years of experience (on the letterhead of Bidder)

The Bidder should provide events details to have a minimum 5 years of work experience in organization, planning, management and execution of events.

List of events:

#	Event/ assignment name:	Client name:	Date of event	Credential reference Page No.

Years of experience in organization, planning, management and execution of events:

.....Years

Note: Form V has to be filled for each event with necessary documentary evidence in support of the experience claimed

On Behalf of (Name of the Bidder)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

6.4 Form IV: Bidder’s list of events (on the letterhead of Bidder)

The Bidder should provide details of only those large-scale assignments/events that have been undertaken by it under its own name of minimum contract value of INR 2 Cr in the past 5 years with state or central level government departments/PSU’s/ Trade Organization’s like CII/SIAM.

List of eligible events:

#	Assignment/ event name:	Client name:	Date of event:	Contract value <i>(in figure & words)</i>	Reference Page No.

Note: Form V has to be filled for each event with necessary documentary evidence in support of the experience claimed

On Behalf of (Name of the Bidder)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

6.5 Form V: Credential format *(on the letterhead of Bidder)*

[Using the format below, provide information on each assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity for carrying out Event Management services]

Assignment name/Client Name:	
Location of Event:	Total no of event setup days: Schedule of event:
Address of client:	Contract Value (INR)
Narrative description of the event with pictures:	

Note: Bidder need to provide all the supporting documents like WO/Completion certificate for each credential.

On Behalf of (Name of the Bidder)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email address:

6.6 Form VI: Declaration Letter 1 (on the letterhead of Bidder)

Declaration for not being barred by the Central Government, any State Government, a statutory authority or a public sector

Declaration Letter for “Appointment of Event Management Company (EMC) for organization of Winter Carnival in Greater Noida City”

Sir/Madam,

This is to notify you that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> intends to submit a proposal in response to “Expression of Interest for Appointment of Event Management Company (EMC) for organization of Winter Carnival in Greater Noida City” RFP, we also declare that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> has not been blacklisted by any Central / State Government Department / Public Sector Undertaking.

Sincerely,

(Signature of the Authorized Person)

(Board Resolution for the Nomination of Authorised Signatory to be submitted along with this form)

Name:

Designation:

Contact No:

Email Address:

6.7 Form VII: Declaration Letter 2 (on the letterhead of Bidder)

Declaration that, during the last three years, the Bidder has neither failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or agreement nor have had any agreement terminated for breach by such Bidder.

Sir/Madam,

This is to notify you that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> intends to submit a proposal in response to “Expression of Interest for Appointment of Event Management Company (EMC) for organization of Winter Carnival in Greater Noida City”, we also declare that our Company / LLP / Partnership / Society / Proprietorship <Please delete whichever is not applicable> has during the last three years, neither failed to perform on any agreement, nor has been evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or agreement nor have had any agreement terminated for breach by us.

Sincerely,

(Signature of the Authorized Person)

Name:

Designation:

Contact No:

Email No:

6.8 Form VIII: UP e-tender registration details *(on the letterhead of Bidder)*

[Using the format below, provide information key details w.r.t. registration details for UP e-tender portal - <https://etender.up.nic.in/nicgep/app>]

Registered name of firm:

Registered email address:

Registered mobile number:

Registration no. (if applicable):

Other details (if applicable):

Sincerely,

(Signature of the Authorized Person)

Name:

Designation:

Contact No:

Email No: